

EdCIL (India) Limited
Noida

Subject: Expression of Interest (EOI) for empanelment of Advertising Agencies (Reference No. EdCIL/Admin./Empanelment Advt/2022 dated 19th July, 2022)

Reply/Clarification to the pre bid queries (Pre bid meeting held on 28.07.2022 at 1500 hrs)

S.N o.	Page No./Section no. of EOI Document	Clause No	Reference/Subject	Clarification sought	EdCIL's Reply/ Clarification
1	EMD of Rs. 80,000			Can we claim exemption against MSME	Refer clause 16 at page 25 of the tender document regarding exemption of EMD to MSMEs.
2	Page No.11 Chapter 5 Offline and Online Bid Submission Documents	1.1 Offline Submissions		On Page no. 11 at point 1.1 it is written that we have submit Bid Security Declaration Form offline in original but Bid Security Declaration Form is not given in the tender	Please refer to Addendum No1.
3	Page No.11 Chapter 5 Offline and Online Bid Submission Documents	1.1 Offline Submissions	Which documents we have to submit offline	On Page no. 11 at point 1.1 offline submission documents are mentioned as Bid Security Declaration Form and Power of Attorney only but at Page no. 27 under 19.2 Eligibility Criteria at Point No. 5, 6, 7, 8 it is mentioned to submit the documents in hard copies kindly clarify Which documents we have to submit offline	The following document are required to be submitted offline. (i) Original Demand Draft towards EMD/ Bid Security Declaration form (ii) Original Power of Attorney. (iii) Hard copies of documents mentioned at point no.5, 6, 7, 8 of eligibility criteria.
4	On Page no. 27 under 19.2 Eligibility Criteria at Point No. 4	19.2 Eligibility Criteria		Can we submit E papers instead of Tear-sheets	Yes. E-papers can be submitted in lieu of Tear-sheets.

213

5	On Page no. 27 under 19.2 Eligibility Criteria at Point No. 5	19.2 Eligibility Criteria		Under qualification : Annual Report, Diaries / Calendars and Corporate Brochure is mentioned but in Documentary Evidence Diaries / Calendars is not mentioned. Kindly clarify do we have to submit proofs for 1 Annual Report and 1 Corporate Brochure each or we can submit the proofs of two assignments for any one of Annual Reports / Diaries / Calendars / Corporate Brochure Category	One hard copy of annual report or one hard copy of corporate brochure to be submitted off-line as sample. The relevant work order and completion certificate for the subject assignment need to be submitted online.
6	Page No. 28	19.2 Eligibility Criteria		Under note point no. (ii) Agency shall require to submit a certificate from the auditor as per annexure it is mentioned but in the document annexure is not given.	The bidders are required to submit the certificate from their auditors towards annual turnover as per the format provided at Annexure-10 and the format at "Annexure-4 to be considered as redundant".
7	Page No. 29	Under point no. 4 Areas of Diversified		Does Website / Internet Communication include digital / social media assignments.	Yes. Website / Internet Communication include digital / social media assignments.
8	Page No. 29	19.4 Evaluation Methodology		Under note point no. Agency shall require to submit a certificate from the auditor as per annexure it is mentioned but in the document annexure is not given.	Refer clarification at S.No.2.
9	Page No. 45 Annexure V Details of Past			Please confirm the years, of how many years we have to	Please refer to the relevant clauses of the eligibility criteria

	Experience			provide the details.	and accordingly furnish the information at Annexure-V
10	Page No. 46 Annexure VI Power of Attorney			Please confirm value of stamp for the power of attorney.	The Power of Attorney to be submitted in a non-Judicial stamp paper of Rs.100/- duly notarized.
11	Page No. 48 Annexure VII Proforma Pre Contract Integrity pact			Please confirm how we have to submit the integrity pact on plain paper / letter head / stamp paper. If on stamp paper please confirm the value.	The format of the pre contract integrity pact need to be signed during submission of the EOI document. However, once the empanelment of the agencies is completed then the empanelled agencies will be required to submit the pre contract integrity pact in a non-Judicial stamp paper of Rs.100/- duly notarized.
12	In Eligibility Criteria regarding the proofs of advertisement campaigns, assignments			We request you due to pandemic please consider the period of last 3 years from the due date of submission of EOI instead of last 1 year for the proof of advertisement campaigns and instead of last 2 years for the assignments.	Please refer Addendum No.2.
13	In Technical Parameters regarding the proofs of areas of diversified services, assignments			We request you due to pandemic please consider the period of last 3 years from the due date of submission of EOI instead of last 2 years for the proofs of areas of diversified services, assignments.	Please refer Addendum No.2.
14	Chapter 8	Page No. 27	19.2.4: Creative along with tear sheet of at least 3 different	If an ad is published in TOI All Editions and ET All editions then will tear sheets of the different editions be accepted	The documentary evidence mentioned against S.No.4 of clause no. 19.2 is clear. The bidders are required to submit

			publications for print media and/or copy of TV commercials	as proof for this clause?	creative alongwith tear sheets of atleast 3 different publications for print media and/or copy of TV commercials alongwith attested copies of work orders and completion certificate.
15	Chapter 8	Page No. 28	Note (ii): Certificate from auditor to be submitted	Please provide format for the auditor's certificate.	The bidders are required to submit the certificate from their auditors towards annual turnover as per the format provided at Annexure-10 and the format at "Annexure-4 to be considered as redundant".
16	Chapter 8	Page No. 28	Clause No. 19.2.4	Can E-Tear Sheets be submitted?	Yes.
17	Chapter 5	Page No. 11	Clause No. 1.2	What is the difference between Annexure 4 and 10. Are same details to be given in Pdf and Excel format?	The bidders are required to submit the certificate from their auditors towards annual turnover as per the format provided at Annexure-10 and the format at "Annexure-4 to be considered as redundant".
18	Chapter 10	Page No. 48	Pre contract integrity pact	Has to be submitted in stage - 1? Should be signed and submitted as it is or on company letterhead/ stamp paper?	The format of the pre contract integrity pact needs to be signed during submission of the EOI document. However, once the empanelment of the agencies is completed then the empanelled agencies will be required to submit the pre contract integrity pact in a non-judicial stamp paper of Rs.100/- duly notarized.

19	Chapter 8	Page No. 27	Eligibility Criteria	Works done for semi-autonomous institutions such as ICAI, ICSI be accepted?	Yes subject to meeting the qualification criteria as per clause no. 19.2 of the EOI.
20	Chapter 8	Page No. 29	Technical Parameters	We have received experience letters in December 21 and feb 22. Will they be accepted? Also. Some experience letters state 2 periods of service with a gap of a year. Will both periods be counted for experience?	The documents shall be verified after submission of the EOI.
21	19.2	5	At least two assignments for designing and printing of Annual Report, Diaries/ Calendars and Corporate Brochure of either of the following during the last two years to be reckoned from the date of submission of EOI: • A company whose equity shares are listed on NSE or BSE. The company should be listed as on date of submission of response. • Ministry/Department of GOI including PSU.	We request the authority to consider "last three years experiences" instead of last two years.	Please refer Addendum No.2.

200

22	19.2	7	At least one assignment of an AV/Film/multimedia during the last two years to be reckoned from the date of submission of EOI.	We request the authority to consider "last three years experiences" instead of last two years.	Please refer Addendum No.2.
23	19.4	4	Areas of diversified services during two years to be reckoned from the date of submission of EOI: a)Public Relation b)Media buying c)Market Research d)Audio-visual development /Film/Multimedia e)Website/Internet communication f)Direct marketing g)Offset and digital print production h)Exhibition and Fabrication i)Event Management j)Advertising	We request the authority to consider "last three years experiences" instead of last two years.	Please refer Addendum No.2.
24	19.4	5	Assignments/ Advertisements/ Exhibitions/ Print/ Films/ Events/ Digital campaign/ International	We request the authority to consider "last three years experiences" instead of last two years.	Please refer Addendum No.2.

			campaign undertaken for Ministry/ Department/ PSU under Government of India in the last two years from the date of submission of EOJ		
25	8	25	Any bid received without EMD will be summarily rejected. However, Bidders registered with NSIC or MSMES are exempted for payment of EMD	On the tenderwizard portal while we take option as Medium Category of Udyam Registration with MSME there is one error showing as only MSE are exempted. Kindly clarify the same.	Both are same.
26		52	Integrity Pact Clause No. 7 - Independent Monitors	Clause No. 7 and its sub clauses shall be 7.1 onwards instead of 8.1. Clause Numbering shall be corrected afterwards accordingly.	Please refer Addendum No.3.
27		Point No. 3 of Eligibility Criteria:	Firm should be a profit-making concern for the last three financial year with minimum average turnover of at least 15 Cr in last three years	Turnover Criteria is ok but seeking this Covid 19 situation in past 2 years out of three where many organisations fought for survival, so here we request that this clause of profit making should be rebated/removed as most of the agencies incurred losses to maintain and carry forward their resources for future	No change.

207

28		Point No.4 of Eligibility Criteria:	The agency must have handled at least two advertisement campaigns in the last one year	Due to Covid 19 Situation where in every organisation were trying to manage their resources and very less campaigns have happened since clients were in fear of return of Covid19 lockdown and restrictions so here we suggest time of execution should be 1 year before the first covid lockdown happened	Please refer Addendum No.2.
29	Eligibility Criteria	19.2 S.No.	Annual average turnover at least 15 crore in last 03 years	It means total turnover in last 03 years 15 crore plus	The average annual turnover during the FY 2018-19, FY 2019-20 and FY 2020-21 should be atleast Rs.15 Crores.